

JDUG 2025 | DEALERS HELPING DEALERS



***ELEVATE THE EXPERIENCE***

# ***Integrated Search Strategy***

*Optimizing Search Across Paid & Organic to  
Maximize Impact & Drive Business Goals.*

# *Confidentiality*

This meeting should be considered **confidential**



No screen  
captures



No video



No audio

Slides will be provided following the event

# ***Presenters***



**Elisabeth Tidman**

*Associate Director, Paid Search VML*



# *Learning Objectives*

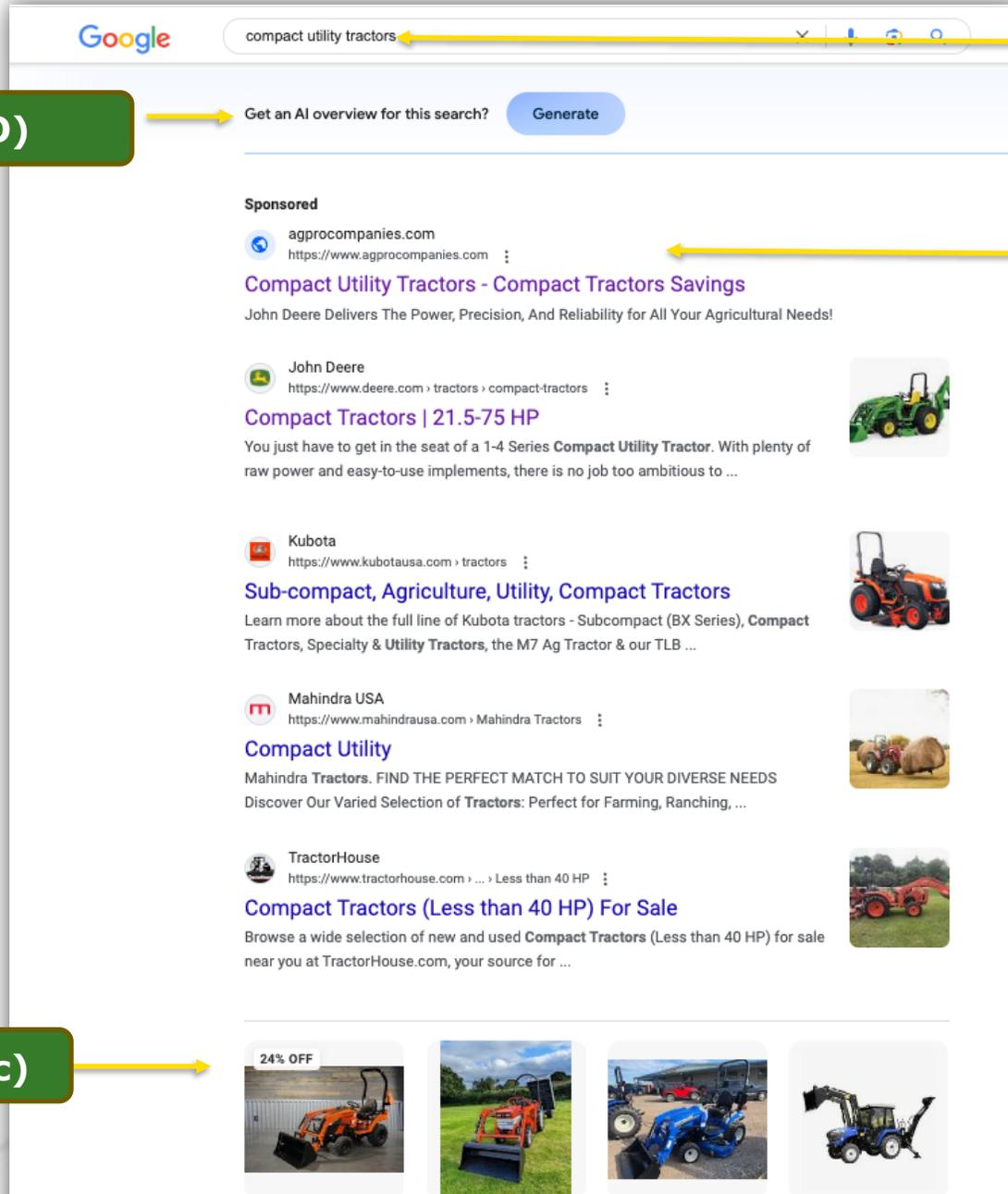
---

- > SEO and SEM basics
- > What is Integrated Search
- > How to ID and action on optimization opportunities across SEO and SEM
- > How to Measure the impact of Integrated Search Optimizations

# Terms & Definitions

Term	Definition
SEM/Paid Search	Pay to have a website displayed at the top of the page for specific keywords
SEO/Organic Search	Unpaid listings in search engine results, determined by the search engine's algorithm based on factors like relevance, quality, and authority
SERP	Search Engine Results Page, the results you see on a search engine after searching
Keywords	The key terms that are targeted by Paid Search & Organic Search
Search Terms or Search Query	The terms typed into the search query box
Conversions	Key events that are tracked in relation to online activity, such as Lead Forms, Phone Calls, Looking for Directions, Sales, etc.

# Search Engine Results Page (SERP) Overview



## Search Query

This is what the user types into the search bar

## Paid Search Ad

Look for the 'Sponsored' tag to identify paid listings. Paid listings will be displayed in a variety of locations on the SERP, not just at the top

## Organic Search Results

This is based on your website content and how it relates to the search query

## AI Overviews (AIO)

AIO is an AI generated result provided by Google

These can be paid or organic. Only organic listings are displayed in this example. These listings are created based on a product feed

## Product Listings (organic)

# Paid Search vs. Organic Search

## How They're Alike

- Goal:** Drive web traffic & achieve business objectives
- Keyword Focus:** Rooted in keyword research & understanding search intent
- Relevance is Key:** Performance is based on connecting users to content that is relevant and helpful
- Performance Tracking:** Ongoing monitoring and analysis of key metrics to drive optimization is required
- Landing Page Optimization:** Driving traffic to landing pages with relevant content & good user experience

## How They're Different

- Cost:** Paid search involves a direct cost per click, while organic search is "free"
- Visibility Timing:** Organic rankings take time while paid search appears instantly
- Control:** Paid search offers more control, while organic search relies on the algorithm
- Placement:** Paid search ads appear at the top of the SERP, organic results appear below paid
- Sustainability:** Organic provides long-term traffic, while paid traffic stops once campaigns end
- Flexibility:** Paid search allows for quick adjustments, while organic requires more time and effort

# What is Integrated Search Marketing?

Instead of treating SEO and SEM as separate entities, Integrated Search Marketing (ISM) is about creating unified search strategy & measurement that leverages the strengths of organic and paid search to achieve maximum impact.

## Key aspects of Integrated Search

**Better Together:** SEO and SEM efforts can complement and enhance each other.

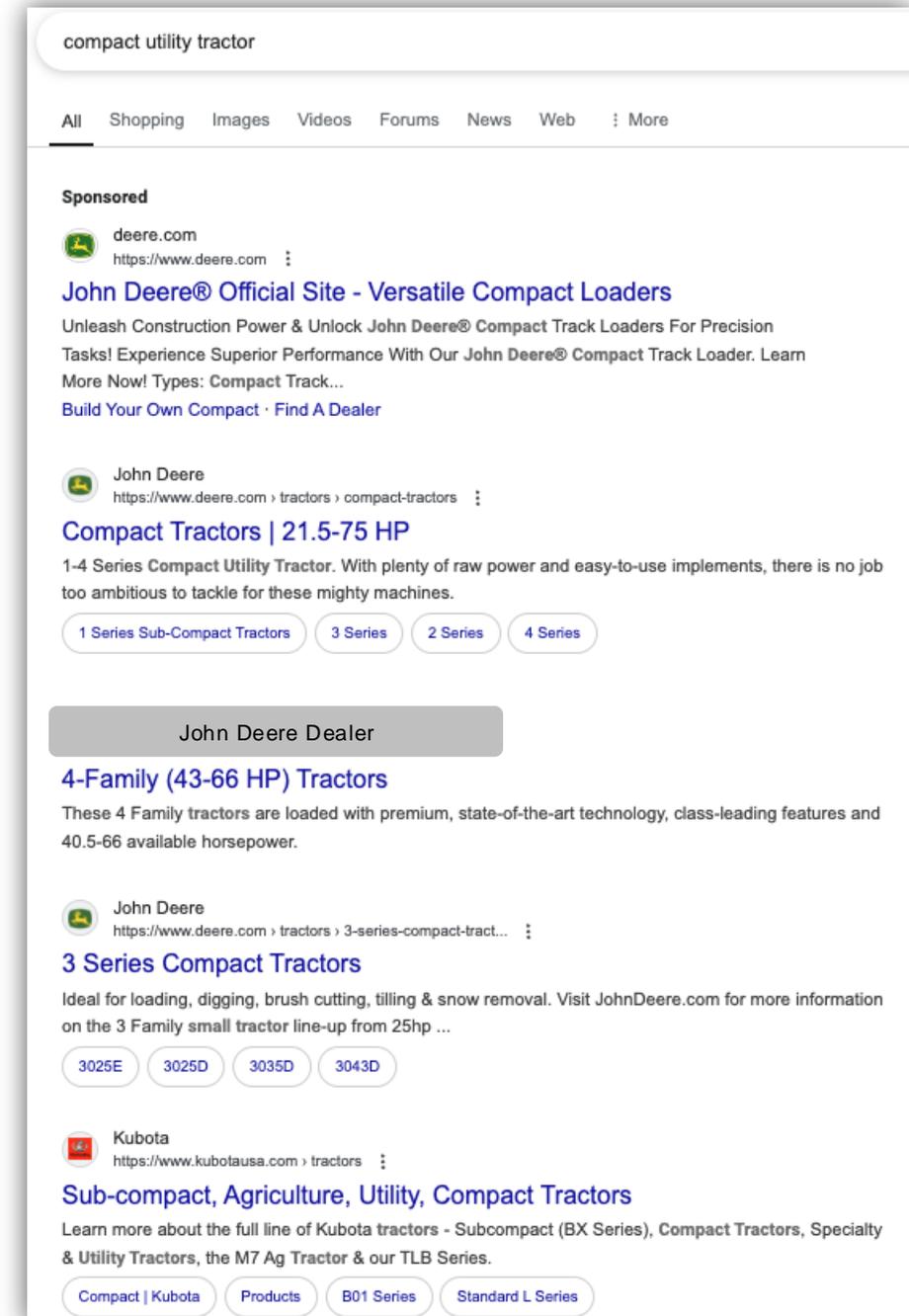
**Data-Driven Optimization:** Performance is tracked & analyzed to identify areas for improvement

**Improved ROI:** Can lead to a higher return on investment (ROI) compared to managing SEO & SEM in silos.

**Enhanced Brand Visibility:** A combined approach increases overall brand visibility in search results

# Strategic Considerations on how Paid & Organic work together

- Having a paid and organic listing show together takes up more real estate at the top of the page
- Optimizing your search presence to have Organic and Paid listings show separately increases your overall search presence and SOV



# Identifying Search Optimization Opportunities



## Common Integrated Search Optimizations

# Keywords with Strong Paid Performance & High Organic Rank

- Often Your Brand Terms/Dealership Name
  - Typically high performing paid search terms
  - If these keywords are paused, expect to see a drop in paid search performance metrics
- Before pausing, check for paid search competitors also buying these keywords

## If you pause any paid keywords, capture an average monthly spend and click volume to

- Monitor organic traffic post pause to ensure it is capturing the clicks from the paused keywords
- Track savings and reinvestment performance

Dealer name + John Deere

All Shopping Images News Videos Maps Forums More

Near me Inventory Open now Parts Reviews Within 20 mi

Results for Willoughby Hills, OH Use precise location

**Sponsored**

dealername.com

Request A Quote, Or Visit Us In Store. Let Us Help You Find The Right John Deere For You! John Deere Delivers The Power, Precision, And Reliability for All Your Property Needs! DNU. Shop Today. Equipment Built to Last. Your Local John Deere. Strong on Service. Versatile.

**Locations**  
Find a Store Near You For All Your John Deere Needs.

**Contact Us**  
Have any questions? Call Today To Speak to a Sales Associate.

**Inventory**  
New John Deere Equipment. Browse Through Our Selection.

**Service**  
Committed to Customer Service. Schedule Your Service Appointment.

**Financing Available**  
Request A Quote Now Call Your Local Store Today!

dealername.com

John Deere Equipment Dealer

Locations Find Your Next John Deere Gator ...

**Used Equipment**  
Used Equipment · 2024 John Deere 2038R · 2024 John ...

**New Equipment**  
Browse new John Deere equipment, like ...

**Dial back Paid Search Investment**

## Common Integrated Search Optimizations

### Keywords with Strong Paid Performance & Low Organic Rank

1. ID the keyword and landing page Paid search is driving to
2. Evaluate the current SEO performance
3. Develop new content or improve technical SEO elements
4. As Organic optimizations are made, track avg. position and performance to measure impact

If your Paid Search and Organic Search are managed by different agencies or teams, ask your Paid Search team to share top converting keywords or search terms with your Organic team

Query	Paid Conv. ▾	Paid Cost / Conv	Org. Avg. Position
john deere	10.16	\$110.22	9.33
john deere canada	3	\$81.59	7.71
john deere	2	\$0.93	9.32
john deere tractor	2	\$12.68	124.41
john deere ride on mower	2	\$0.72	96.52
john deere lawn tractor	1.5	\$35.07	37.53
john deere electric lawn tractor	1.38	\$1.07	12.5
	1	\$7.53	3.1
	1	\$3.11	2.52
john deere dealer canada	1	\$1.39	8.13

## Common Integrated Search Optimizations

# Keywords with Low Paid Performance & High Organic Rank

1. ID the keyword and landing page Organic is driving to
2. Evaluate the page user experience (UX)
3. What conversion opportunities are available on the page? Where are they located and are they in prominent positions?
4. As Landing page optimizations are made, track paid search performance for the page over time to measure impact

If your Paid Search and Organic Search are managed by different agencies or teams, ask your Organic team to share top ranking and converting keywords with your Paid Search team

### New 1023E Sub-Compact Tractor

1023E Sub-Compact Tractor



★★★★☆ (195)

Starting at:  
**\$12900**

#### Key Features

- Powerful Final Tier 4-compliant diesel engine
- AutoConnect™ mid-mower deck can be installed or removed in less than 5 minutes

For pricing and additional discounts, see your local John Deere Dealer.

Buy Online

Apply for Credit

REQUEST A QUOTE

Optimize Your Landing Page



### 1023E Sub-Compact Tractor

Select Another Model In This Series



- Powerful Final Tier 4-compliant diesel engine
- AutoConnect™ mid-mower deck can be installed or removed in less than 5 minutes
- \$105 monthly payment option†

Get a Quote

Apply For Financing

Buy Online

Build Your Own

PowerGard Extended Warranty

Text Us!

REQUEST A QUOTE

## Common Integrated Search Optimizations

### Keywords with Low Paid Performance & Low Organic Rank

- Are these keywords actually relevant to your customers?
- If yes, how can the website be improved to deliver performance for these keywords?
  1. Develop new landing page and/or new content for existing page
  2. Update SEO elements for the existing page
  3. Ensure conversion opportunities are present and in high visibility positions on the page

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Conv. rate	↓ Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	"Bobcat tractor loader"	0.37%	\$1,691.01
<input type="checkbox"/>	<input checked="" type="radio"/>	"CAT tractor loader"	0.61%	\$1,550.08
<input type="checkbox"/>	<input checked="" type="radio"/>	"Bobcat tractor loader"	0.57%	\$1,506.62
<input type="checkbox"/>	<input checked="" type="radio"/>	"CAT tractor loader"	0.47%	\$1,371.99
<input type="checkbox"/>	<input checked="" type="radio"/>	"JCB tractor loader"	2.50%	\$1,004.05
<input type="checkbox"/>	<input checked="" type="radio"/>	"CAT motor graders"	3.33%	\$974.69

**Re-evaluate these Keywords**

# Monitoring Search Performance after Integrated Optimizations

## Data Sources:

- GA4 – TOTAL search performance (organic + paid search sessions)
- Google Search Console – Organic keyword performance data
- Google Ads – Paid Search Keyword/Search Term performance
- Competitive Monitoring Tools
  - Auction Insights (Google Ads Provided)
  - SEMRush
  - Spyfu
  - The Search Monitor
  - Adthena

## Reporting Tools:

- Lookerstudio (Google) is a free data visualization tool that can connect directly into GA4, Google Ads and Google Search Console, allowing you to view data across all these sources in one place

Auction insights ? Last 30

 Add filter

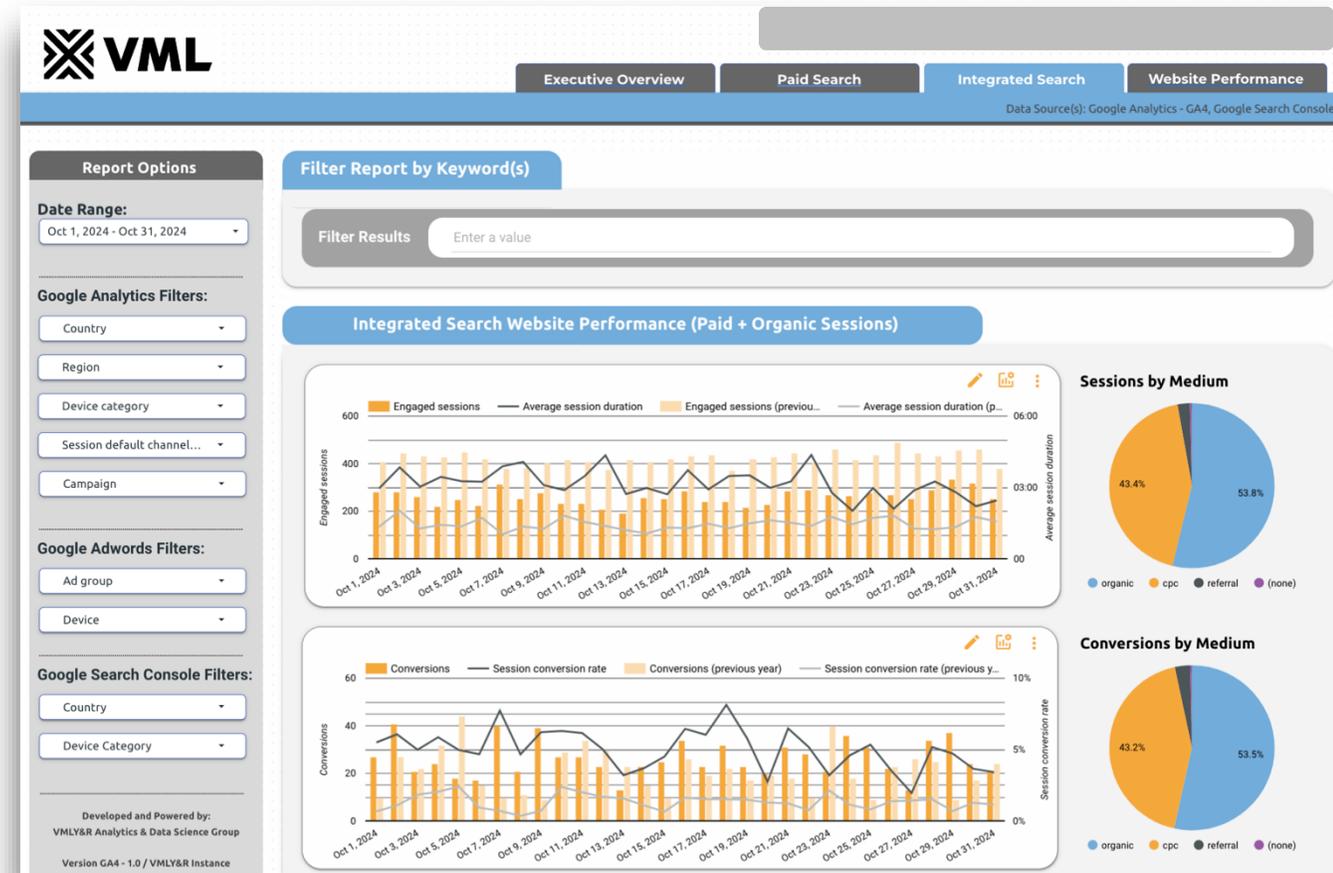
Display URL domain	↓ Impression share	Overlap rate
deere.com	14.81%	9.79%
tractorhouse.com	11.45%	23.63%
You	< 10%	—
yanmartractor.com	< 10%	4.30%
mahindrausa.com	< 10%	15.75%
bobcat.com	< 10%	10.50%
equipmenttrader.com	< 10%	9.07%
masontractor.com	< 10%	7.64%
machinerypete.com	< 10%	16.95%
kioti.com	< 10%	5.73%

# Monitoring Search Performance after Integrated Optimizations

- As optimizations are made, monitor performance to measure the impact
  - If pausing paid keywords, ensure organic search is capturing those site sessions
  - If optimizing for organic or landing page experience, track performance improvements
- If high performing paid keywords are paused, expect to see a reduction in paid search conversions
  - Brand keywords are high converting keywords compared to non-brand
  - Some conversions tracked in paid search occur directly on the SERP.
    - Google My Business (GMB) reporting can give some insight into this activity

# Piloting an Integrated Search Approach

- We piloted an *integrated search approach* with a John Deere Dealer with the intent of maximizing their overall search performance
  - Created an integrated Looker Studio report to evaluate search term performance across paid and organic.
  - Identified strong organic search terms with low paid search competition (branded dealership keywords).
  - Optimized paid search campaigns to focus on terms with weaker organic performance or high paid competition (non-branded dealership and product-based keywords).



# Integrated Search Increased Conversions +25% and Conversion Rate +280% Y/Y

- Paid Search: Pausing branded keywords with strong organic rank and low paid competition led to:
  - Increased clicks on heavily contested keywords
  - Conversions increased +4%
  - Conversion rate increased +480%
- Organic Search: With the reduced paid presence on brand terms:
  - Organic clicks increased +40%
  - Conversions increased +40%
  - Conversion rate increased +7.4%





***JDUG***

Dealers Helping Dealers